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TvB

GROSS NATIONAL PRODUCT
TOTAL ADVERTISING VOLUME
TELEVISION AD VOLUME
1960-1980

Research Department
Television Bureau of Advertising
November, 1981

GROSS NATIONAL PRODUCT AND TOTAL ADVERTISING VOLUME 1960-90

Revised 11/2/81

	GNP		Ad Volume		
	Billions	% Change	Millions	% Change	% of GNP
1960	$ 506.5	+ 3.8	$11,960	+ 6.1	2.36
1961	524.6	+ 3.6	11,860	- 0.8	2.26
1962	565.0	+ 7.7	12,430	+ 4.8	2.20
1963	596.7	+ 5.6	13,100	+ 5.4	2.20
1964	637.7	+ 6.9	14,150	+ 8.0	2.22
1965	691.1	+ 8.4	15,250	+ 7.8	2.21
1966	756.0	+ 9.4	16,630	+ 9.0	2.20
1967	799.6	+ 5.8	16,870	+ 1.4	2.11
1968	873.4	+ 9.2	18,090	+ 7.2	2.07
1969	944.0	+ 8.1	19,420	+ 7.2	2.06
1970	992.7	+ 5.2	19,550	+ 0.7	1.97
1971	1,077.6	+ 8.6	20,740	+ 6.1	1.92
1972	1,185.9	+10.1	23,300	+12.3	1.96
1973	1,326.4	+11.8	25,120	+ 7.8	1.89
1974	1,434.2	+ 8.1	26,820	+ 6.8	1.87
1975	1,549.2	+ 8.0	28,160	+ 5.0	1.82
1976	1,718.0	+10.9	33,690	+19.6	1.96
1977	1,918.0	+11.6	37,920	+12.6	1.98
1978	2,156.1	+12.4	43,950	+15.9	2.04
1979	2,413.9	+12.0	49,520	+12.7	2.05
1980	2,626.1	+ 8.8	54,680	+10.4	2.08
1981	2,917.0	+11.1	61,000	+11.6	2.07
1982	3,220.0	+10.4	68,000	+11.5	2.11
1983	3,558.0	↑	75,750	↑	2.13
1984	3,932.0	|	84,390	|	2.15
1985	4,345.0	|	94,010	|	2.16
1986	4,801.0	+10.5*	104,725	+11.4*	2.18
1987	5,305.0	|	116,665	|	2.20
1988	5,862.0	|	129,965	|	2.22
1989	6,477.0	|	144,780	|	2.24
1990	7,157.0	↓	161,285	↓	2.25

Sources: GNP, U.S. Department of Commerce 1960-80. TvB estimates 1981-90.
Ad Volume, McCann-Erickson 1960-80. TvB estimates 1981-90.

TOTAL AD VOLUME AND TELEVISION AD VOLUME 1960-1990

Revised 11/2/81

	Ad Volume		TV Ad Volume		
	Millions	% Change	Millions	% Change	% of Ad Vol.
1960	$11,960	+ 6.1	$ 1,627	+ 6.4	13.6
1961	11,860	- 0.8	1,691	+ 3.9	14.3
1962	12,430	+ 4.8	1,897	+12.2	15.3
1963	13,100	+ 5.4	2,032	+ 7.1	15.5
1964	14,150	+ 8.0	2,289	+12.6	16.2
1965	15,250	+ 7.8	2,515	+ 9.9	16.5
1966	16,630	+ 9.0	2,823	+12.2	17.0
1967	16,870	+ 1.4	2,909	+ 3.0	17.2
1968	18,090	+ 7.2	3,231	+11.1	17.9
1969	19,420	+ 7.4	3,585	+11.0	18.5
1970	19,550	+ 0.7	3,596	+ 0.3	18.4
1971	20,740	+ 6.1	3,534	- 1.7	17.0
1972	23,300	+12.3	4,091	+15.8	17.6
1973	25,120	+ 7.8	4,460	+ 9.0	17.8
1974	26,820	+ 6.8	4,851	+ 8.8	18.1
1975	28,160	+ 5.0	5,263	+ 8.5	18.7
1976	33,690	+19.6	6,721	+27.7	19.9
1977	37,920	+12.6	7,612	+13.3	20.1
1978	43,950	+15.9	8,955	+17.6	20.4
1979	49,520	+12.7	10,154	+13.4	20.5
1980	54,680	+10.4	11,366	+11.9	20.8
1981	61,000	+11.6	12,630	+11.1	20.7
1982	68,000	+11.5	14,285	+13.1	21.0
1983	75,750	↑	16,220	↑	21.4
1984	84,390	|	18,420	|	21.8
1985	94,010	|	20,920	|	22.3
1986	104,725	+11.4*	23,765	+13.6*	22.7
1987	116,665	|	26,995	|	23.1
1988	129,965	|	30,670	|	23.6
1989	144,780	|	34,840	|	24.1
1990	161,285	↓	39,590	↓	24.5

Source: Ad Volume, McCann-Erickson 1960-80. TvB estimates 1981-90.

TV Ad Volume, McCann-Erickson 1960-80. TvB estimates 1981-90.

TELEVISION AD VOLUME 1960-1990

Revised 11/2/81

	TV Ad Volume		Network			Spot			Local		
	Millions	% Chg.	Millions	% Chg.	% TV	Millions	% Chg.	% TV	Millions	% Chg.	% TV
1960	$1,627	+ 6.4	$ 820	+ 5.7	50.4	$ 527	+ 8.4	32.4	$ 280	+ 4.9	17.2
1961	1,691	+ 3.9	887	+ 8.2	52.5	548	+ 4.0	32.4	256	-8.6	15.1
1962	1,897	+12.2	976	+10.0	51.4	629	+14.8	33.2	292	+14.1	15.4
1963	2,032	+ 7.1	1,025	+ 5.0	50.4	698	+11.0	34.4	309	+ 5.8	15.2
1964	2,289	+12.6	1,132	+10.4	49.5	806	+15.5	35.2	351	+13.6	15.3
1965	2,515	+ 9.9	1,237	+ 9.3	49.2	892	+10.7	35.5	386	+10.0	15.3
1966	2,823	+12.2	1,393	+12.6	49.3	988	+10.8	35.0	442	+14.5	15.7
1967	2,909	+ 3.0	1,455	+ 4.5	50.0	988	0.0	34.0	466	+ 5.4	16.0
1968	3,231	+11.1	1,523	+ 4.7	47.1	1,131	+14.5	35.0	577	+23.8	17.9
1969	3,585	+11.0	1,678	+10.2	46.8	1,253	+10.8	35.0	654	+13.3	18.2
1970	3,596	+ 0.3	1,658	- 1.2	46.1	1,234	- 1.5	34.3	704	+ 7.6	19.6
1971	3,534	- 1.7	1,593	- 3.9	45.1	1,145	- 7.2	32.4	796	+13.1	22.5
1972	4,091	+15.8	1,804	+13.2	44.1	1,318	+15.1	32.2	969	+21.7	23.7
1973	4,460	+ 9.0	1,968	+ 9.1	44.1	1,377	+ 4.5	30.9	1,115	+15.1	25.0
1974	4,851	+ 8.8	2,145	+ 9.0	44.2	1,495	+ 8.6	30.8	1,211	+ 8.6	25.0
1975	5,263	+ 8.5	2,306	+ 7.5	43.8	1,623	+ 8.6	30.8	1,334	+10.2	25.4
1976	6,721	+27.7	2,857	+23.9	42.5	2,154	+32.7	32.0	1,710	+28.5	25.5
1977	7,612	+13.3	3,460	+21.1	45.5	2,204	+2.3	28.9	1,948	+13.9	25.6
1978	8,955	+17.6	3,975	+14.9	44.4	2,607	+18.3	29.1	2,373	+21.8	26.5
1979	10,154	+13.4	4,599	+15.7	45.3	2,873	+10.2	28.3	2,682	+13.0	26.4
1980	11,366	+11.9	5,130	+11.5	45.1	3,269	+13.8	28.8	2,967	+10.6	26.1
1981	12,630	+11.1	5,540	+ 8.0	43.9	3,700	+13.2	29.3	3,390	+14.3	26.8
1982	14,285	+13.1	6,205	+12.0	43.4	4,180	+13.0	29.3	3,900	+15.0	27.3
1983	16,220	↑	7,030	↑	43.3	4,700	↑	29.0	4,490	↑	27.7
1984	18,420	|	7,965	|	43.3	5,290	|	28.7	5,165	|	28.0
1985	20,920	|	9,025	|	43.1	5,950	|	28.5	5,945	|	28.4
1986	23,765	+13.6*	10,225	+13.3*	43.0	6,695	+12.5*	28.2	6,845	+15.1*	28.8
1987	26,995	|	11,585	|	42.9	7,530	|	27.9	7,880	|	29.2
1988	30,670	|	13,125	|	42.8	8,475	|	27.6	9,070	|	29.6
1989	34,840	|	14,870	|	42.7	9,535	|	27.4	10,435	|	29.9
1990	39,590	↓	16,850	↓	42.6	10,725	↓	27.1	12,015	↓	30.3

*Estimated average annual growth rate through 1990. Does not represent expected growth for any given year.

Source: TV Ad Volume, McCann-Erickson 1960-80. TvB estimates 1981-90.

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GROSS NATIONAL PRODUCT

TOTAL ADVERTISING VOLUME

TELEVISION AD VOLUME

1960-1990

Research Department
Television Bureau of Advertising
February, 1982

GROSS NATIONAL PRODUCT AND TOTAL ADVERTISING VOLUME 1960-90

Revised 2/22/82

	GNP		Ad Volume		
	Billions	% Change	Millions	% Change	% of GNP
1960	$ 506.5	+ 3.8	$11,960	+ 6.1	2.36
1961	524.6	+ 3.6	11,860	- 0.8	2.26
1962	565.0	+ 7.7	12,430	+ 4.8	2.20
1963	596.7	+ 5.6	13,100	+ 5.4	2.20
1964	637.7	+ 6.9	14,150	+ 8.0	2.22
1965	691.1	+ 8.4	15,250	+ 7.8	2.21
1966	756.0	+ 9.4	16,630	+ 9.0	2.20
1967	799.6	+ 5.8	16,870	+ 1.4	2.11
1968	873.4	+ 9.2	18,090	+ 7.2	2.07
1969	944.0	+ 8.1	19,420	+ 7.2	2.06
1970	992.7	+ 5.2	19,550	+ 0.7	1.97
1971	1,077.6	+ 8.6	20,740	+ 6.1	1.92
1972	1,185.9	+10.1	23,300	+12.3	1.96
1973	1,326.4	+11.8	25,120	+ 7.8	1.89
1974	1,434.2	+ 8.1	26,820	+ 6.8	1.87
1975	1,549.2	+ 8.0	28,160	+ 5.0	1.82
1976	1,718.0	+10.9	33,690	+19.6	1.96
1977	1,918.0	+11.6	37,920	+12.6	1.98
1978	2,156.1	+12.4	43,950	+15.9	2.04
1979	2,413.9	+12.0	49,520	+12.7	2.05
1980	2,626.1	+ 8.8	54,680	+10.4	2.08
1981	2,920.0	+11.2	60,800	+11.1	2.08
1982	3,125.0	+7.0	68,000	+11.8	2.18
1983	3,444.0	↑	75,750	↑	2.20
1984	3,795.0	|	84,390	|	2.22
1985	4,182.0	|	94,010	|	2.25
1986	4,609.0	+10.2*	104,725	+11.4*	2.27
1987	5,079.0	|	116,665	|	2.30
1988	5,597.0	|	129,965	|	2.32
1989	6,168.0	|	144,780	|	2.35
1990	6,797.0	↓	161,285	↓	2.37

Sources: GNP, U.S. Department of Commerce 1960-80. TvB estimates 1981-90.
Ad Volume, McCann-Erickson 1960-80. TvB estimates 1981-90.

TOTAL AD VOLUME AND TELEVISION AD VOLUME 1960-1990

Revised 2/22/82

	Ad Volume		TV Ad Volume		
	Millions	% Change	Millions	% Change	% of Ad Vol.
1960	$11,960	+ 6.1	$ 1,627	+ 6.4	13.6
1961	11,860	- 0.8	1,691	+ 3.9	14.3
1962	12,430	+ 4.8	1,897	+12.2	15.3
1963	13,100	+ 5.4	2,032	+ 7.1	15.5
1964	14,150	+ 8.0	2,289	+12.6	16.2
1965	15,250	+ 7.8	2,515	+ 9.9	16.5
1966	16,630	+ 9.0	2,823	+12.2	17.0
1967	16,870	+ 1.4	2,909	+ 3.0	17.2
1968	18,090	+ 7.2	3,231	+11.1	17.9
1969	19,420	+ 7.4	3,585	+11.0	18.5
1970	19,550	+ 0.7	3,596	+ 0.3	18.4
1971	20,740	+ 6.1	3,534	- 1.7	17.0
1972	23,300	+12.3	4,091	+15.8	17.6
1973	25,120	+ 7.8	4,460	+ 9.0	17.8
1974	26,820	+ 6.8	4,851	+ 8.8	18.1
1975	28,160	+ 5.0	5,263	+ 8.5	18.7
1976	33,690	+19.6	6,721	+27.7	19.9
1977	37,920	+12.6	7,612	+13.3	20.1
1978	43,950	+15.9	8,955	+17.6	20.4
1979	49,520	+12.7	10,154	+13.4	20.5
1980	54,680	+10.4	11,366	+11.9	20.8
1981	60,800	+11.1	12,740	+12.1	21.0
1982	68,000	+11.8	14,410	+13.1	21.2
1983	75,750	↑	16,380	↑	21.6
1984	84,390	↑	18,615	↑	22.1
1985	94,010	↑	21,160	↑	22.5
1986	104,725	+11.4*	24,050	+13.7*	23.0
1987	116,665	↓	27,345	↓	23.4
1988	129,965	↓	31,090	↓	23.9
1989	144,780	↓	35,345	↓	24.4
1990	161,285	↓	40,195	↓	24.9

Source: Ad Volume, McCann-Erickson 1960-80. TvB estimates 1981-90.
TV Ad Volume, McCann-Erickson 1960-80. TvB estimates 1981-90.

TELEVISION AD VOLUME 1960-1990

Revised 2/22/82

	TV Ad Volume		Network			Spot			Local		
	Millions	% Chg.	Millions	% Chg.	% TV	Millions	% Chg.	% TV	Millions	% Chg.	% TV
1960	$1,627	+ 6.4	$ 820	+ 5.7	50.4	$ 527	+ 8.4	32.4	$ 280	+ 4.9	17.2
1961	1,691	+ 3.9	887	+ 8.2	52.5	548	+ 4.0	32.4	256	-8.6	15.1
1962	1,897	+12.2	976	+10.0	51.4	629	+14.8	33.2	292	+14.1	15.4
1963	2,032	+ 7.1	1,025	+ 5.0	50.4	698	+11.0	34.4	309	+ 5.8	15.2
1964	2,289	+12.6	1,132	+10.4	49.5	806	+15.5	35.2	351	+13.6	15.3
1965	2,515	+ 9.9	1,237	+ 9.3	49.2	892	+10.7	35.5	386	+10.0	15.3
1966	2,823	+12.2	1,393	+12.6	49.3	988	+10.8	35.0	442	+14.5	15.7
1967	2,909	+ 3.0	1,455	+ 4.5	50.0	988	0.0	34.0	466	+ 5.4	16.0
1968	3,231	+11.1	1,523	+ 4.7	47.1	1,131	+14.5	35.0	577	+23.8	17.9
1969	3,585	+11.0	1,678	+10.2	46.8	1,253	+10.8	35.0	654	+13.3	18.2
1970	3,596	+ 0.3	1,658	- 1.2	46.1	1,234	- 1.5	34.3	704	+ 7.6	19.6
1971	3,534	- 1.7	1,593	- 3.9	45.1	1,145	- 7.2	32.4	796	+13.1	22.5
1972	4,091	+15.8	1,804	+13.2	44.1	1,318	+15.1	32.2	969	+21.7	23.7
1973	4,460	+ 9.0	1,968	+ 9.1	44.1	1,377	+ 4.5	30.9	1,115	+15.1	25.0
1974	4,851	+ 8.8	2,145	+ 9.0	44.2	1,495	+ 8.6	30.8	1,211	+ 8.6	25.0
1975	5,263	+ 8.5	2,306	+ 7.5	43.8	1,623	+ 8.6	30.8	1,334	+10.2	25.4
1976	6,721	+27.7	2,857	+23.9	42.5	2,154	+32.7	32.0	1,710	+28.5	25.5
1977	7,612	+13.3	3,460	+21.1	45.5	2,204	+2.3	28.9	1,948	+13.9	25.6
1978	8,955	+17.6	3,975	+14.9	44.4	2,607	+18.3	29.1	2,373	+21.8	26.5
1979	10,154	+13.4	4,599	+15.7	45.3	2,873	+10.2	28.3	2,682	+13.0	26.4
1980	11,366	+11.9	5,130	+11.5	45.1	3,269	+13.8	28.8	2,967	+10.6	26.1
1981	12,740	+12.1	5,590	+9.0	43.9	3,760	+15.0	29.5	3,390	+14.3	26.6
1982	14,410	+13.1	6,260	+12.0	43.4	4,250	+13.0	29.5	3,900	+15.0	27.1
1983	16,380	↑	7,100	↑	43.3	4,790	↑	29.3	4,490	↑	27.4
1984	18,615	|	8,050	|	43.2	5,400	|	29.0	5,165	|	27.7
1985	21,160	|	9,130	|	43.1	6,085	|	28.8	5,945	|	28.1
1986	24,050	+13.7*	10,350	+13.4*	43.0	6,855	+12.7*	28.5	6,845	+15.1*	28.5
1987	27,345	|	11,740	|	42.9	7,725	|	28.3	7,880	|	28.8
1988	31,090	|	13,310	|	42.8	8,710	|	28.0	9,070	|	29.2
1989	35,345	|	15,095	|	42.7	9,815	|	27.8	10,435	|	29.5
1990	40,195	↓	17,120	↓	42.6	11,060	↓	27.5	12,015	↓	29.9

*Estimated average annual growth rate through 1990. Does not represent expected growth for any given year.

Source: TV Ad Volume, McCann-Erickson 1960-80. TvB estimates 1981-90.

A9055-2 9/28/82 (V)

TvB

GNP
AD VOLUME
&
TV AD VOLUME

1960-1990

Research Department
Television Bureau of Advertising
August, 1982

GROSS NATIONAL PRODUCT AND TOTAL ADVERTISING VOLUME 1960-90

Revised 8/16/82

	GNP		Ad Volume		
	Billions	% Change	Millions	% Change	% of GNP
1960	$ 506.5	+ 3.8	$11,960	+ 6.1	2.36
1961	524.6	+ 3.6	11,860	- 0.8	2.26
1962	565.0	+ 7.7	12,430	+ 4.8	2.20
1963	596.7	+ 5.6	13,100	+ 5.4	2.20
1964	637.7	+ 6.9	14,150	+ 8.0	2.22
1965	691.1	+ 8.4	15,250	+ 7.8	2.21
1966	756.0	+ 9.4	16,630	+ 9.0	2.20
1967	799.6	+ 5.8	16,870	+ 1.4	2.11
1968	873.4	+ 9.2	18,090	+ 7.2	2.07
1969	944.0	+ 8.1	19,420	+ 7.2	2.06
1970	992.7	+ 5.2	19,550	+ 0.7	1.97
1971	1,077.6	+ 8.6	20,740	+ 6.1	1.92
1972	1,185.9	+10.1	23,300	+12.3	1.96
1973	1,326.4	+11.8	25,120	+ 7.8	1.89
1974	1,434.2	+ 8.1	26,820	+ 6.8	1.87
1975	1,549.2	+ 8.0	28,160	+ 5.0	1.82
1976	1,718.0	+10.9	33,690	+19.6	1.96
1977	1,918.0	+11.6	37,920	+12.6	1.98
1978	2,156.1	+12.4	43,950	+15.9	2.04
1979	2,413.9	+12.0	49,520	+12.7	2.05
1980	2,626.1	+ 8.8	54,680	+10.4	2.08
1981	2,925.5	+11.4	61,500	+12.5	2.10
1982	3,080.0	+ 5.3	67,920	+10.4	2.21
1983	3,383.0	+ 9.8	75,665	↑	2.24
1984	3,715.0	↑	84,290	↑	2.27
1985	4,079.0	↑	93,900	↑	2.30
1986	4,478.0	+ 9.8*	104,600	+11.4*	2.34
1987	4,917.0	↓	116,525	↓	2.37
1988	5,399.0	↓	129,810	↓	2.40
1989	5,928.0	↓	144,610	↓	2.44
1990	6,509.0	↓	161,095	↓	2.47

Sources: GNP, U.S. Department of Commerce 1960-81. TvB estimates 1982-90.
Ad Volume, McCann-Erickson 1960-82. TvB estimates 1983-90.

TOTAL AD VOLUME AND TELEVISION AD VOLUME 1960-1990

Revised 8/16/82

	Ad Volume		TV Ad Volume		
	Millions	% Change	Millions	% Change	% of Ad Vol.
1960	$11,960	+ 6.1	$ 1,627	+ 6.4	13.6
1961	11,860	- 0.8	1,691	+ 3.9	14.3
1962	12,430	+ 4.8	1,897	+12.2	15.3
1963	13,100	+ 5.4	2,032	+ 7.1	15.5
1964	14,150	+ 8.0	2,289	+12.6	16.2
1965	15,250	+ 7.8	2,515	+ 9.9	16.5
1966	16,630	+ 9.0	2,823	+12.2	17.0
1967	16,870	+ 1.4	2,909	+ 3.0	17.2
1968	18,090	+ 7.2	3,231	+11.1	17.9
1969	19,420	+ 7.4	3,585	+11.0	18.5
1970	19,550	+ 0.7	3,596	+ 0.3	18.4
1971	20,740	+ 6.1	3,534	- 1.7	17.0
1972	23,300	+12.3	4,091	+15.8	17.6
1973	25,120	+ 7.8	4,460	+ 9.0	17.8
1974	26,820	+ 6.8	4,851	+ 8.8	18.1
1975	28,160	+ 5.0	5,263	+ 8.5	18.7
1976	33,690	+19.6	6,721	+27.7	19.9
1977	37,920	+12.6	7,612	+13.3	20.1
1978	43,950	+15.9	8,955	+17.6	20.4
1979	49,520	+12.7	10,154	+13.4	20.5
1980	54,680	+10.4	11,366	+11.9	20.8
1981	61,500	+12.5	12,740	+12.1	21.0
1982	67,920	+10.4	14,530	+14.1	21.4
1983	75,665	↑	16,520	↑	21.8
1984	84,290	|	18,795	|	22.3
1985	93,900	|	21,380	|	22.8
1986	104,600	+11.4*	24,320	+13.8*	23.3
1987	116,525	|	27,660	|	23.7
1988	129,810	|	31,465	|	24.2
1989	144,610	|	35,790	|	24.7
1990	161,095	↓	40,720	↓	25.3

Source: Ad Volume, McCann-Erickson 1960-82. TvB estimates 1983-90.
TV Ad Volume, McCann-Erickson 1960-80. TvB estimates 1981-90.

TELEVISION AD VOLUME 1960-1990

Revised 8/16/82

	TV Ad Volume		Network			Spot			Local		
	Millions	% Chg.	Millions	% Chg.	% TV	Millions	% Chg.	% TV	Millions	% Chg.	% TV
1960	$1,627	+ 6.4	$ 820	+ 5.7	50.4	$ 527	+ 8.4	32.4	$ 280	+ 4.9	17.2
1961	1,691	+ 3.9	887	+ 8.2	52.5	548	+ 4.0	32.4	256	-8.6	15.1
1962	1,897	+12.2	976	+10.0	51.4	629	+14.8	33.2	292	+14.1	15.4
1963	2,032	+ 7.1	1,025	+ 5.0	50.4	698	+11.0	34.4	309	+ 5.8	15.2
1964	2,289	+12.6	1,132	+10.4	49.5	806	+15.5	35.2	351	+13.6	15.3
1965	2,515	+ 9.9	1,237	+ 9.3	49.2	892	+10.7	35.5	386	+10.0	15.3
1966	2,823	+12.2	1,393	+12.6	49.3	988	+10.8	35.0	442	+14.5	15.7
1967	2,909	+ 3.0	1,455	+ 4.5	50.0	988	0.0	34.0	466	+ 5.4	16.0
1968	3,231	+11.1	1,523	+ 4.7	47.1	1,131	+14.5	35.0	577	+23.8	17.9
1969	3,585	+11.0	1,678	+10.2	46.8	1,253	+10.8	35.0	654	+13.3	18.2
1970	3,596	+ 0.3	1,658	- 1.2	46.1	1,234	- 1.5	34.3	704	+ 7.6	19.6
1971	3,534	- 1.7	1,593	- 3.9	45.1	1,145	- 7.2	32.4	796	+13.1	22.5
1972	4,091	+15.8	1,804	+13.2	44.1	1,318	+15.1	32.2	969	+21.7	23.7
1973	4,460	+ 9.0	1,968	+ 9.1	44.1	1,377	+ 4.5	30.9	1,115	+15.1	25.0
1974	4,851	+ 8.8	2,145	+ 9.0	44.2	1,495	+ 8.6	30.8	1,211	+ 8.6	25.0
1975	5,263	+ 8.5	2,306	+ 7.5	43.8	1,623	+ 8.6	30.8	1,334	+10.2	25.4
1976	6,721	+27.7	2,857	+23.9	42.5	2,154	+32.7	32.0	1,710	+28.5	25.5
1977	7,612	+13.3	3,460	+21.1	45.5	2,204	+2.3	28.9	1,948	+13.9	25.6
1978	8,955	+17.6	3,975	+14.9	44.4	2,607	+18.3	29.1	2,373	+21.8	26.5
1979	10,154	+13.4	4,599	+15.7	45.3	2,873	+10.2	28.3	2,682	+13.0	26.4
1980	11,366	+11.9	5,130	+11.5	45.1	3,269	+13.8	28.8	2,967	+10.6	26.1
1981	12,740	+12.1	5,590	+9.0	43.9	3,760	+15.0	29.5	3,390	+14.3	26.6
1982	14,530	+14.1	6,370	+14.0	43.8	4,360	+16.0	30.0	3,800	+12.1	26.2
1983	16,520	↑	7,235	↑	43.8	4,925	↑	29.8	4,360	↑	26.4
1984	18,795	↑	8,220	↑	43.7	5,565	↑	29.6	5,010	↑	26.7
1985	21,380	↑	9,340	↑	43.7	6,290	↑	29.4	5,750	↑	26.9
1986	24,320	+13.8*	10,610	+13.6*	43.6	7,110	+13.0*	29.2	6,600	+14.8*	27.2
1987	27,660	↓	12,050	↓	43.6	8,035	↓	29.0	7,575	↓	27.4
1988	31,465	↓	13,690	↓	43.5	9,075	↓	28.8	8,700	↓	27.7
1989	35,790	↓	15,550	↓	43.4	10,255	↓	28.7	9,985	↓	27.9
1990	40,720	↓	17,665	↓	43.4	11,590	↓	28.5	11,465	↓	28.1

*Estimated average annual growth rate through 1990. Does not represent expected growth for any given year.

Source: TV Ad Volume, McCann-Erickson 1960-1980. TvB estimates 1981-1990